## AMENDMENTS TO THE CLAIMS

1.      (Canceled)

2.      (Canceled)

3.      (Original) A method in a computing system for responding to a request for information about an item, comprising:

receiving a request for information about the item;

among a plurality of sellers, identifying those (1) that are offering the item for sale, (2) whose availability level for the selected item exceeds a predetermined availability threshold, and (3) having a seller score relating to a plurality of different items offered for sale by the seller that exceeds a predetermined score threshold;

selecting as the featured seller of the item the identified seller that is offering the selected item at the lowest price; and

replying to the request for information with a web page containing both (1) information describing the item, and (2) a control that can be activated to order the item from the featured seller.

4.      (Original) The method of claim 3 wherein the identifying and selecting is performed before the receiving.

5.      (Currently Amended) The method of claim 3 wherein the identifying and selecting is performed ~~periodically~~at a uniform interval,

the method further comprising determining a most recently selected featured seller, and

wherein the most recently selected featured seller is used to reply to each of a plurality of received requests.

6.      (Original) The method of claim 3 wherein the identifying and selecting is performed after the receiving.

7.      (Original) A computing system for responding to a request for information about an item, comprising:

a receiving subsystem that receives a request for information about the item;

an identification subsystem that identifies, among a plurality of sellers, those (1) that are offering the item for sale, (2) whose availability level for the selected item exceeds a predetermined availability threshold, and (3) having a seller score relating to a plurality of different items offered for sale by the seller that exceeds a predetermined score threshold;

a selection subsystem that selects as the featured seller of the item the identified seller that is offering the selected item at the lowest price; and

a reply subsystem that replies to the request for information with a web page containing both (1) information describing the item, and (2) a control that can be activated to order the item from the featured seller.

8.      (Currently Amended) A data transmission network conveying a page definition data structure, the page definition data structure comprising:

content specifying the display of information describing a selected item; and

content specifying the display of a control that may be activated to order the selected item from a distinguished one of a plurality of sellers, the distinguished seller being selected by offering the selected item for sale at the lowest price among those sellers of the plurality (1) that are offering the item for sale, (2) whose availability level for the selected item exceeds a predetermined availability threshold, and (3) having a seller score that exceeds a predetermined score threshold.

9.      (Previously Presented) The data transmission network of claim 8 wherein the data structure further comprises contents specifying the display of the control that may

be activated to display ordering controls that may be activated to order the selected item from a different one of the plurality of sellers other than the distinguished seller.

10.    (Previously Presented) The data transmission network of claim 8 wherein the data structure further contains contents specifying the display of one or more secondary controls that may be activated to order the selected item from a different one of the plurality of sellers other than the distinguished seller, wherein the control for the distinguished seller is displayed more prominently than the secondary controls.

11.    (Previously Presented) The data transmission network of claim 8 wherein the data structure is a web page.

12-32.  (Canceled)